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# *The Connection*

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Newsletter of Shrewsbury Media Connection

Volume 19, No. 1 Winter 2006

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## **Threats to PEG Access**

By now many of you may know that Congress is preparing to rewrite the Telecommunication Act of 1996. The early stages of that rewrite began late in 2005 with several Bills introduced in the House and Senate that would change the way Telecommunication companies are allowed to do business in communities across the country.

The Telco's are lobbying hard for a National Franchise to provide video, phone and internet services. National franchising would negate municipalities from managing their own Rights of Way and would significantly alter the support that PEG Access gets from the current locally managed franchises.

With the national legislation stalled in Congress the Phone companies are now working hard at the state level to pass similar statewide franchises. Texas has already passed the law, Indiana is close and another dozen states have been targeted by the Phone companies.

To learn more about this and how you can help the cause:

[www.alliancecm.org](http://www.alliancecm.org)

## **Strategic Planning Meeting**

The SMC Advisory Board and Staff and producers met October 5th for a brainstorming and planning session for the future of SMC at the Donohue Rowing Center. The last time SMC had a comprehensive strategic planning session was in 2001.

24 Board, Staff and producers attended with representation from all three arms of access; Educational, Government and Public.

The participants broke up into groups and each group completed a SWOT analysis of SMC and then shared their groups work with the entire meeting.

Many of the participants came away with a new sense of purpose and the information gathered from the meeting is being used to develop goals and objectives for the coming years. Stay tuned!

### **SMC Staff**

**Bill Nay - Community Programming Manager**  
**Marc Serra - Access Coordinator**  
**LoriAnne Bergman - SPAC TV 28 Program Coordinator**  
**Liz Poplawski - SETV 29 Educational Coordinator**  
**Maria Sheehan - SGTV 30 Government Coordinator**  
**Paul Gustafson - Technical Coordinator**



New Board member Michael Brand gets a few pointers from Liz Poplawski, SETV Coordinator.

## **Advisory Board Update**

*by Laurie Hogan, Chair*

SMC welcomes Michael Brand as a new Advisory Board member. Michael has been producing for the Middle School PTO's and SETV for a few years and brings to the Board his experiences of starting and running several successful businesses.

Michael was named to replace Angela Snell, who resigned due to time constraints. The SMC Board and membership thank Angela for her many contributions over the short time she was on the Board. Thanks Angela!

The Board is in the process of reviewing all of the information gathered at the Strategic Planning meeting last fall and will present a report at the SMC Annual Meeting in April. Hope to see you there!

**The SMC Advisory Board meets monthly on the 3rd Wednesday of the month.**

### **SMC Advisory Board**

**Laurie Hogan - Chair**  
**Nick Todisco - Vice Chair**  
**John McDonald - Secretary**  
**Paul Weaver**  
**Michael Brand**

## SPAC TV 28 Update - PUBLIC

by LoriAnne Bergman, SPAC TV 28 Programming Coordinator

It's interesting to review the programming figures for the past year and see what you have done. You continue to provide nearly 38 hours per week of original programming to your community. This info comes in to play at our 17th Annual Producers Awards Night April 7th recognizing our dedicated volunteers and supporters. The **Producer of the Year** Award goes to that producer who embodies: *"Service to the community through programming, produces a variety (in style and content) of programs, incorporates other producers into productions, supports other producers in their programs, maintains high technical standards, promotes SMC and the philosophies of Public Access and shows growth in all areas of community producing."* Do you know this Producer of the Year?

Check the schedule for changes in the lineup with new series being added. You can also check Channel 31 for hourly programs on your tv or in detail on the web at <http://online.tvguide.com/listings> where you will find Shrewsbury info on your PEG channels. **Series Producers:** it's time to RENEW your **Cablecast Request & Indemnification Form** for 2006.

## SETV 29 Update - EDUCATIONAL

by Liz Poplawski, SETV 28 Coordinator

New shows to look for on SETV Channel 29: **SHS Sports** - Watch SHS Girls and Boys Basketball and SHS Hockey Fridays at 7:30 pm and Saturdays and Sundays at 6:30 pm. **Elementary Update** - Elementary Principals give updates about local school happenings, Wednesdays at 5 pm, Thursdays at 10 am, 5 pm & 7 pm. **PTO Workshops** - Enjoy these PTO Sponsored Workshops with topics that include Stress Management, Bullying, Internet Safety and Unmotivated Children, Mondays at 2 pm & 8 pm. **Paton People** - Highlights students, faculty and volunteers at Paton School - Tuesdays at 12 noon, 5 pm & 9 pm. **School Committee Meetings** - Watch meeting coverage LIVE at 7 pm on 3/1, 3/15, 4/5, 5/10 & 5/24. These meetings are recablecast on Thursdays at 9 pm & Friday at 9 am until the next new meeting. You can now watch the **TV Guide Channel 31** for our scrolling hourly schedule.

## SGTV 30 Update - GOVERNMENT

by Maria Sheehan, SGTV 30 Coordinator

SGTV-30 welcomes 3 new shows: Join the members of the Shrewsbury School Committee as they discuss issues concerning the Shrewsbury Public Schools on **School Talk**. Patrick Collins, Director of Business Services for Shrewsbury Public Schools started **School Finance Basics**. If you want to learn about the school budget, this is the show for you. **Library News**. Host Dan Moynihan and his guest talk about upcoming projects and events at the Shrewsbury Public Library.

## SGTV 30 Update continued

Our veteran SGTV producers have been busy as well. Rep. Karyn Polito welcomes Worcester County Sheriff, Guy Glodis to **Our Boston Connection**. She has also recently interviewed Lt. Gov. Kerry Healey. Sen. Ed Augustus recently taped a **Senate Forum** about Brownfields cleanup and redevelopment. Jackie Pratt will tape a series of shows for SELCO on water conservation and power conservation. Jackie will be organizing her Arbor Day celebration again this year at Dean Park on April 28 & 29 where we hope to go "live" on Saturday.

Speaking of LIVE, we will be LIVE from Shrewsbury High School on **May 15<sup>th</sup> and 17<sup>th</sup> for the annual Town Meeting**. If you want to help out, please email Maria Sheehan, [msheehan@ci.shrewsbury.ma.us](mailto:msheehan@ci.shrewsbury.ma.us)



Congratulations to our Shrewsbury Selectmen for producing **Selectmen's Roundtable** for five years. We wish Phil Hammond the best of luck in all of his future endeavors and hope that he will still host some shows.

We are always looking for guests for **Ask the Manager**. If you have something you would like to discuss with our Town Manager, Dan Morgado, please call 508 841-8650 and come on the show.

Everyone at SGTV-30 wishes Lt. Jim Hurley good luck in his new position as the Chief of Police in Leicester. We have been reassured by Chief Sampson that **Police Beat** will continue.

# Classes & Production

## Production Notes

*by Marc Serra, Education & Production Coordinator*

If we look back at the facility usage numbers for 2005, one thought comes to mind: it sure was a busy year! Each year SMC sees steady increases in both studio time and edit station reservations, and 2005 was no different. The challenge we have, and will continue to have, is how to accommodate everyone's needs for equipment and facility time. Looking at the numbers, it's easy to see how scheduling 300+ studio shoots and nearly 600 edit reservations can be difficult.

One way to ease the burden is to add more equipment to the mix. I am happy to report that SMC now has 7 mini-DV camcorders available for takeout, so most everyone's request can be met (oh wait...you need a camcorder on a Friday...you should probably book that 2 weeks in advance). SMC also added another digital edit station this year. We now have two edit stations open for public use and a third that is reserved for staff use during the day but does open for public use in the evening. With the average edit session lasting three to four hours, it's not a stretch to say our edit facilities were used more than 2000 man hours.

The luxurious SMC studio is the one area that does still pose scheduling difficulties. With one studio and more than 300 shoots, time is at a premium. The best advice I can give is to try and book your shoots 1-2 months in advance, and if at all possible, try and schedule your shoot for mid to late afternoon. Evening timeslots are always the first to go. To help plan your production, you can now view the monthly studio availability calendar online: <http://www.shrewsbury-ma.gov/scripts/webevent.pl?cmd=openca1&cal=cal7>

Little known SMC fact: Friday mornings are a GREAT time to find available studio time.

*Special Lighting Workshop in March-check the website for details.*

Mark your calendars and join us for a free 2-night lighting workshop featuring SMC volunteer and longtime videographer Mark Baker. Mark's going to show us how to make the best use of the lighting tools we have available. We'll also watch some instructional DVD's and answer any questions you may have about lighting. Refreshments will be served. Fun for all ages!!! **Please RSVP 841-8650.**

## FREE CLASSES

### ORIENTATION

Interested in finding out what Public Access television is all about? Do you want to see your Public Access facility? Then, join us for a brief session that will enlighten you as to what Public Access is, what SMC has to offer, and how you can access the power of television. Orientation is required before enrolling in a SMC class. Orientations are scheduled on a one-to-one basis.

**Call Marc Serra at SMC  
(508) 841-8650**

### BASIC FIELD PRODUCTION

A comprehensive 2-session course. Training in single camera digital video production including: camera use, shooting techniques, lighting, audio and more. The course will enable participants to produce programming for cablecast on Channel 28. Orientation is a prerequisite to this class.  
**Class Dates: Feb. 28 & March 2**

### BASIC STUDIO

Introductory 4-session course on the basics of operating cameras, recording sound, technical directing, managing a production, and the use of Scala graphics in the SMC studio. You will get hands-on experience during class. This course will enable participants to produce programming for cablecast on SPAC TV 28. Orientation is a prerequisite.  
**Class Dates: April 4, 11, 18, 25**

### DIGITAL EDITING

3-sessions cover features of Apple's Final Cut Pro editing software. Cut and Paste video clips, add music, graphics, and transitions all in one easy to use interface.

**Class Dates: March 15, 22, 29**

# ***Shrewsbury Media Connection***

15 Parker Road  
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[www.shrewsbury-ma.gov/smc/index.asp](http://www.shrewsbury-ma.gov/smc/index.asp)

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**!!!!SAVE THE DATES!!!!**

## **Producer of the Year for 2005**

*Who will it be?*

**July 5-8th**



**July 5-8th**

**Alliance for Community Media's International  
Conference and Trade Show  
is coming to Boston!**

Compare notes with Producers from around the country  
See the latest in production equipment  
Attend seminars on production skills

### **Producer Appreciation Awards Dinner**

Friday, April 7, 2006  
Hoaglund -Pincus Conference Center  
UMass Foundation Campus

### **Shrewsbury Media Connection**

Award winning Public,  
Educational,  
and Government  
Access Television  
TV 28, 29 and 30



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*Mission: To build community, empower the individual, and ensure First Amendment expression through the utilization of communication technologies.*